

12 point Park Designation
and NPS/Interior Identification
on 3 lines

Park Name

GRID SPECIFICATIONS
The horizontal grid for booklets measures 13 1/8 inches wide. This grid falls 1/8 inch below the bottom of the black title band. Each module is 3 by 1 inches with 1/8 inch between modules. A space of 7/8 inch is left open in the center for folding. Inside pages keep an open top area of 1 1/2 inches for typewritten titles one, two, or three lines deep.

TITLES AND SUBTITLES
Main titles are positioned at the bottom of any grid module, flush left with the park name. Titles can also be positioned optically depending on the shape and placement of illustrations. A double bank of titles would be handled as parallel entries. Subtitles in all caps are positioned in the top margin flush left with their respective text column.

TEXT
Text matter for booklets is 3 inches wide. Copy can begin at the top of the first module. Subject headlines parallel the park's name on one side, or the designation line on the other side. Layouts should be open and asymmetric rather than tight and balanced, making compositions inviting.

Detailing Horizontal - Format Bulletins

